



University of
NORTH ALABAMA

FOUNDATION

**MINUTES
EXECUTIVE COMMITTEE
UNA FOUNDATION**

Friday, November 15, 2019; 11:30 a.m.

The Guillot University Center – Banquet Hall C

Present: Chair Harry Smith, Brad Botes, Weldon Cole, Kevin Haslam, Chuck Hunt, Ken Kitts, Jim Page, Rusty Trapp, Will Trapp

Other attendees: Morgan Fowler

Absent: none

Staff Liaison: Kevin Haslam

The meeting was called to order at 11:35 a.m. and a welcome was extended by Harry Smith, Chair. Chair Smith presented the minutes of the July 18, 2019 meeting for approval. Chuck Hunt made a motion that the minutes be approved as presented. Weldon Cole seconded and the motion carried unanimously.

Chair Smith reviewed the board meeting agenda and asked each committee chair to report any action items to go before the full Board of Directors at the upcoming meeting.

Weldon Cole, Chair of the Nominations Committee, reported that eight board member's second term expires in 2020 and are not eligible for an additional term. Mr. Cole stated a top goal of the committee is to continue to bring diversity within the Board of Directors. He stated there are seven people of interest, and the committee will make initial contact with four of those which are women. Mr. Cole recommended two individuals as incoming directors beginning October 1, 2020. They are Jamie Kiel, a state representative from Russellville, and David Sunseri from Tennessee. Mr. Cole made a motion to approve the recommendations, and Mr. Trapp seconded. The motion passed unanimously.

Jim Page, Chair of the Development Committee, recognized their new committee members: Derrick Mills, Robert Steele, Melissa Long, and Stephanie Teichmiller. Mr. Page reported that the Foundation is using new methods to improve data. Target Analytics is being implemented to better target potential donors. To work more efficiently, gift officers have transitioned from

representing the colleges on campus to representing different geographic regions. A database scrub will take place for the first time which will clean up our database and improve our outreach efforts. A new resource, iWaves, will allow the Foundation office to access external data to more effectively target potential donors. Mr. Page presented the idea that the use of events will create experiences, experiences lead to engagement, and engagement leads to giving. He suggested Derby Day as a main event to create those experiences and create an opportunity for growth. Mr. Page also suggested using Homecoming in a more effective way to create experiences and engagements. Many alumni currently attend Homecoming without being engaged. Mr. Page proposed a more inclusive alumni event on the Friday night before Homecoming. Kevin Haslam emphasized the importance of the board members in helping make connections.

Will Trapp, Board of Trustees liaison, added that UNA athletics does not have a broad fan support for all sports programs. Athletic events are a great resource to gather alumni for engagement and show support to all UNA teams. Mr. Haslam noted that moving forward, the alumni office will send out an invitation to constituent groups when UNA athletics will be playing in their area.

Brad Botes, Vice Chair of the Development Committee, commended the nominations committee for a great selection of new members.

Chuck Hunt, Chair of the Budget, Finance and Audit Committee, recognized the new committee members Larry Bowser, Jeff Johnson, and Graham Sisson. Mr. Hunt stated there is no operating reserve policy intact, not to be confused with the reserve budget of \$400,000. The money currently resides in a Certificate of Deposit earning 2% that will mature in April 2020. Mr. Hunt presented the operating reserve policy, pointing out the minimum reserve fund. The committee settled on a target minimum of three months of the budgeted expenses for each fiscal year. The minimum for Fiscal Year 20 will be \$218,537. The Foundation will have 36 months to recover the target minimum. The committee will discuss options for the use of the excess reserve at the March 2020 meeting. Mr. Hunt made a motion to approve the policy, and Mr. Weldon Cole seconded. The motion passed unanimously.

Rusty Trapp, Chair of the Investment Committee, stated Mac Butcher and Mary Jane Bobyock from SEI were present at the investment committee meeting. MJ Bobyock has extensive experience with many universities and other non-profits in the area of investment policy. MJ reviewed the Uniform Prudent Management of Institutional Funds Act (UPMIFA). During the discussion on UPMIFA, Mr. Will Trapp presented the question of whether the Foundation has Directors liability insurance for the Foundation members as they are making fiduciary decisions that represent the Foundation. Mr. Haslam confirmed the Foundation does have liability insurance. Mr. Trapp stated an Underwater Endowment Policy was discussed as well as language that covers "Inflation Marker" in the Investment Policy. In discussing UPMIFA, issues were brought up regarding the capital market assumption returns which could result in potentially changing the spending policy. With the current capital market assumption returns, the portfolio is expected to return 6-7%. If the spending policy remains, there will not be much growth in the portfolio to overcome inflation. Over the past six months with SEI, the Foundation portfolio return as of October 31, 2019 was 4.29% with a 70/30 asset allocation. The University portfolio return is 3.5% as of October 31, 2019. There are 35 different managers, each having their own

benchmark. Overall, the portfolio is performing well. Mr. Trapp stated that MJ Bobyock also suggested a tiered administrative fee instead of a 1% overall fee the next time the Spending Policy is reviewed.

President Kitts mentioned Project 208 funding in regard to ways to move alumni to giving status. To follow Mr. Page's suggestion of using events for engagement, President Kitts suggested the state funding push is another way to unite and engage alumni for the sake of their alma mater.

Mr. Smith thanked everyone for attending and dismissed for lunch.

The meeting adjourned at 12:18 p.m.